



Mobilizing Health connects low-income patients to doctors through SMS texting.

Access for everyone who needs it. :)

AS OF JUNE 2012:

NUMBER OF PATIENTS CONNECTED

5,354 and counting

AVG DOCTOR RESPONSE TIME

13 min **40** sec

SMS IN DATABASE

70,000+

COMMUNITY LEADERS TRAINED

8 2009 **30** 2010 **214** TODAY

BASED IN

San Francisco

OPERATING IN

India

Who are we? Mobilizing Health is a global health and technology non-profit based in San Francisco, California. We have built a web application and a community model to connect the underserved in India to health information advised directly by doctors. We work with partnering health care organizations to expand their reach to more areas with little added infrastructure and cost. As of January, we are armed with [MEDgle](#) to power our patient data and patient outcomes.

Why do we do this? More than 6 million people die annually from treatable diseases in India - there are only 10 physicians per 100,000 people in rural areas. Mobilizing Health's mission is to connect underserved communities to licensed practitioners for access to immediate medical information.

The technology: Our web application offers the only 2-way SMS platform where all messages, statistics, data can be monitored online - real-time activity no matter where you are in the world. The application has all the logic to page available doctors, turn medical abbreviations into layman's terms, and even add location-specific information. Our next addition: automatic symptom tracking.

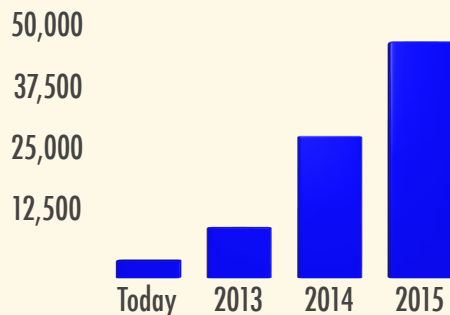
Website: mobilizinghealth.org

Twitter: [@mobilizinghlth](https://twitter.com/mobilizinghlth)

Facebook: facebook.com/mobilizinghealth



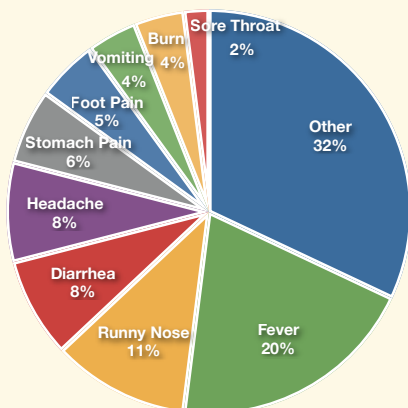
PATIENT PROJECTION



WEB APPLICATION HIGHLIGHTS

- 2-way SMS communication
- No stationary doctor needed
- Real-time data
- Monitor from anywhere in the world
- No extra hardware

SYMPTOMS REPORTED



BOARD OF DIRECTORS

- Sunil Bhonsle** Titan Pharmaceuticals, President
- Coleman Fung** OpenLink, Founder & Chairman
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- Pooja Upadhyaya** Mobilizing Health, Founder

SMSs sponsored by

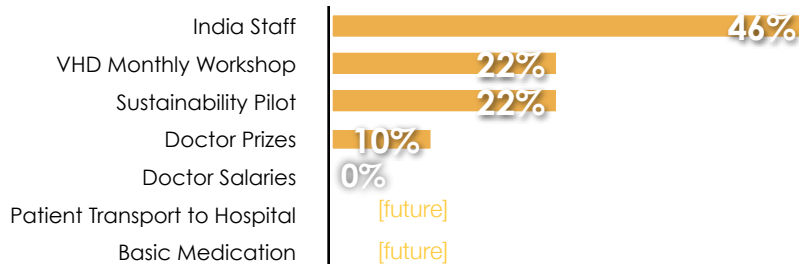


HOW IT WORKS

A sick or injured patient contacts a Village Health Director (VHD) who has a mobile phone. The VHD then sends an SMS to our application (09223173098) which forwards the message to an available doctor. The physician sends a response, advising how serious the condition might be, where to go, and what to do. For severe problems, the physician recommends the patient to go to the nearest hospital.

An overview of our web application can be viewed here: <http://mobilizinghealth.org/SMSMD.pdf>.

How our donations are spent:



OUR IMPACT

We have created a way for patients who typically would not seek a doctor's advice for time and/or cost, to know just how serious their illness is, where to go and what to do. Our local women staff manage our Beta Pilot in Udaipur, where our impact is stopping larger health issues before they occur. With the MEDgle integration, we will soon be able to track local symptoms, automatically send out health alerts, and establish an EMR system.

SCALING

Our model is built to be easily implementable. If a socially-minded hospital partner has relationships with doctors and literate community members, their system can be active today.

Each SMS costs \$0.002 and each patient takes only 3 minutes of a doctor's time, leaving them to continue their daily routine.

TEAM

Mobilizing Health was founded by current Executive Director Pooja Upadhyaya in 2009. Today, the team consists of students and alum from Stanford and UC Berkeley, along with staff and full-time Project Manager, Sheela Rameshwar, in India. With a strong Board of Directors and various backgrounds including biology, international law, medicine, and engineering, we bring a powerful and diverse perspective to bring health information access to those who need it.

